

May 17, 2010

To whom it may concern:

The Alexandria Convention & Visitors Association (ACVA) supports the proposed Citywide Wayfinding Program as an economic development tool. The program will assist residents and visitors in becoming aware of civic and commercial assets while providing multi-modal access to easily navigate the City.

Existing directional signs are the culmination of decades of unrelated initiatives that have resulted in an unsightly collection of unusable signs. We encourage you to think of the new signs as eliminating sign clutter while providing one uniform system to guide users.

Each year Alexandria attracts more than 3.3 million visitors who spend a total of \$645 million and generate \$22 million in City tax revenue. Visitors rely on printed visitors guides and maps to learn about the history and activities available in the city. More than a million pieces of collateral are distributed annually, demonstrating a high demand for visitor information.

We agree with prioritizing parking directional signs to assist visitors in finding garages that will, in turn, encourage longer visits and more spending. Each percentage point of increased visitor spending results in \$220,000 in city tax revenue. And, increases are achievable as demonstrated by the 11 percent increase in visitor-generated spending measured from 2007 to 2008.

The extensive process of community input has resulted in a scale and design that is appropriate and effective. We look forward to seeing this important initiative come to fruition.

Sincerely,



Charlotte Hall

Chair, ACVA Board of Governors

